WVBR

CORNELL RADIO GUILD INC.

Willard Straight Hall · Ithaca, N. Y. · Telephones: Ithaca 4-0671, Cornell 42311-Ext. 2626

May 1st, 1952

Mr. Carl Honeystein
Program Directore
WYBC
Yale University
New Haven, Conn.

Dear Carl:

Judging from the reports brought back by our Cornell delegation to the Ivy Convention at WXPN, I missed a very interesting and enjoyable weekend. I was doubly sorry about being unable to attend after I learned that Cornell had been chosen for the first Ivy Program Coordinator. As Program Director of WVBR, I have been appointed to the job.

As you may remember, talk on the Ivy Theater was still tentative when we met at Harvard in November. A system is now being formulated regarding rotation, opening and close, etc. In order to have everything ready for the second week in October, I would like to have the tape of your first show here at Cornell by the last week in May. These will be distributed at the beginning of the next semester, to be aired on the Ivy Theater either Tuesday or Wednesday, allowing ample time for mailing between stations. If you contemplate any difficulties, please let me know, and we may be able to help you out. Let me stress the importance of sending your tapes to me before June so that I can get the rotation started. Individual stations can then take it from there.

In order to have the exchange of programming ideas suggested at the Convention, I would appreciate your sending me the following information:
1-a one week's program schedule
2-an explanatory paragraph for each program (less for disc jockey shows, more as warranted by others)
3-suggestions for new programs you may be contemplating or think other stations may be able to use
4- types of special broadcast,(games, concerts, speeches) and approximate number

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So far, Ivy has been strictly a business network--but only because in business alone has Ivy had the full cooperation of all its members. To make Ivy a programming network as well, we will need the same cooperation and effort. With it we can acheive the same results.

Cordially,

Carolee

Carolee Baier
Program Coordinator-Ivy

CB/we

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